

MARKETING DIGITAL MARKETING & ANALYTICS

REQUIREMENTS

CORE CURRICULUM The Core Curriculum is designed to foster critical thinking skills and introduce students to basic domains of thinking that transcend disciplines. The Core applies to all majors. Information on specific classes in the Core can be found at marshall.edu/gened.

CORE 1: CRITICAL THINKING

CODE	COURSE NAME	HRS	GRADE
FYS 100	First-Year Seminar	3	_____
PSY 201	Critical Thinking Course	3	_____
ACC 215	Critical Thinking Course	3	_____

Additional University Requirements

ENG 204	Writing Intensive	3	_____
MGT 460	Writing Intensive	3	_____
MKT 371	Multicultural or International	3	_____
MKT 465	Capstone	3	_____

CORE 2:

CODE	COURSE NAME	HRS	GRADE
ENG 101	Beginning Composition	3	_____
ENG 201	Advanced Composition	3	_____
CMM 207	Bus & Prof Communication	3	_____
STA 150	Fundamentals of Statistics	3	_____
STA 150L	Fundamentals of Statistics Lab	1	_____
_____	Core II Natural/Physical Science	4	_____
_____	Core II Humanities	3	_____
PSY 201	General Psychology (CT)	3	_____
_____	Core II Fine Arts	3	_____

COLLEGE

All business majors are required to take core business courses. They are as follows:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
ENG 204	Writing for the Workplace	3	_____	MIS 200	Bus Computer Applications	3	_____
ACC 215	Accounting Principles (CT)	3	_____	MIS 290	Principles of MIS	3	_____
ACC 216	Principles of Accounting	3	_____	MGT 218	Business Quantitative Methods	3	_____
ECN 250	Principles of Microeconomics	3	_____	MGT 320	Principles of Management	3	_____
ECN 253	Principles of Macroeconomics	3	_____	MGT 460	Strategic Management	3	_____
FIN 323	Principles of Finance	3	_____	MKT 340	MKT Concepts and Applications	3	_____
LE 207	Legal Environment of Business	3	_____	_____	CMM Studies Elective	3	_____

MAJOR AND AREA OF EMPHASIS

Students who wish to major in Marketing with an area of emphasis in Digital Marketing & Analytics must take the following courses:

CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
MKT 231	Principles of Selling	3	_____	MKT 425	Marketing Analytics	3	_____
MKT 341	Integrated MKT Communications	3	_____	_____	Digital MKT & Analytics Elective	3	_____
MKT 371	International Marketing	3	_____	_____	Free Elective	3	_____
MKT 437	Consumer Behavior	3	_____	_____	Free Elective	3	_____
MKT 442	Marketing Research	3	_____	_____	Free Elective	3	_____
MKT 400	Social Media Marketing	3	_____	_____	Free Elective	3	_____
MKT 435	Internet Marketing	3	_____	_____	Free Elective	3	_____
MKT 465	Strategic Marketing	3	_____	_____	Free Elective	3	_____

MAJOR INFORMATION

- The total number of free electives required depends on the number of hours completed in STA (150 or 150B) and ENG (101 or 101P) and the number of hours that can be double-counted toward multiple degree requirements.
- MKT 465 is the capstone course for all Marketing majors. It is normally taken in the senior year.
- The Communication Studies Elective can be met by taking one of the following courses: CMM 302, 308, 315, 319, or 322.
- Multicultural or International additional university requirement met with International Business Elective.
- Digital MKT & Analytics Electives - MKT 430, MKT 344, JMC 241, JMC 383, MIS 300, MIS 340, or MIS 360.
- MKT 371 must be taken to meet the International Business requirement.
- Please check with advisor about course offerings. Not all classes will be offered every semester.

● General Education Requirement
■ College Requirement
◆ Major Requirement
● Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.

MARKETING

DIGITAL MARKETING & ANALYTICS

The Division of Marketing, MIS, and Entrepreneurship offers a Bachelor of Business Administration (BBA) degree in Marketing. Professionals who work in marketing aim to get and keep customers by determining and satisfying customer needs and wants in a diverse market. This is done by making sure the company has the right products and/or services and that these are correctly promoted, distributed, and priced. In the marketing program, you will learn how to be effective at personal selling, promotion development and execution, event coordination, customer experience design, supply chain management, analytics, market research, social media, digital marketing, and strategic planning. Marketing majors can choose to have an area of emphasis in Digital Marketing and Analytics or Sales.

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR ONE	FYS 100	First Year Sem Crit Thinking	●	3	ECN 250	Principles of Microeconomics	■	3
	ENG 101	Beginning Composition	●	3	CMM 207	Bus & Prof Communication	●■	3
	STA 150	Fundamentals of Statistics	●■	3		Core II Physical or Natural Science	●	4
	STA 150L	Fundamentals of Statistics Lab	●■	1		Core II Fine Arts	●	3
	PSY 201	General Psychology (CT)	●■	3		Free Elective		3
	MIS 200	Bus Computer Applications	■	3				
	UNI 100	Freshman First Class		1				
	TOTAL HOURS		17	TOTAL HOURS			16	
	Summer Term (optional):							

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR TWO	ACC 215	Accounting Principles (CT)	●■	3	ACC 216	Principles of Accounting	■	3
	ECN 253	Principles of Macroeconomics	■	3	MGT 218	Business Quantitative Methods	■	3
	ENG 201	Advanced Composition	●	3	ENG 204	Writing for the Workplace (WI)	●■	3
	LE 207	Legal Environment of Business	■	3		Free Elective		3
		CMM Studies Elective	■	3		Core II Humanities	●	3
		TOTAL HOURS		15	TOTAL HOURS			15
	Summer Term (optional):							

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR THREE	MKT 340	MKT Concepts and Applications	■	3	MKT 341	Integrated MKT Communications	◆	3
	MKT 231	Principles of Selling	◆	3	MKT 437	Consumer Behavior	◆	3
	MGT 320	Principles of Management	■	3		Digital MKT & Analytics Elective	◆	3
	FIN 323	Principles of Finance	■	3		Free Elective		3
	MIS 290	Principles of MIS	■	3		Free Elective		3
	TOTAL HOURS		15	TOTAL HOURS			15	
	Summer Term (optional):							

	FALL SEMESTER				SPRING SEMESTER			
	CODE	COURSE NAME	HRS	GRADE	CODE	COURSE NAME	HRS	GRADE
YEAR FOUR	MKT 442	Marketing Research	◆	3	MKT 465	Strategic Marketing (C)	●◆	3
	MKT 400	Social Media Marketing	◆	3	MGT 460	Strategic Management (WI)	●■	3
	MKT 435	Internet Marketing	◆	3	MKT 371	International Marketing	●■◆	3
	MKT 425	Marketing Analytics	◆	3		Free Elective		3
		Free Elective		3				
	TOTAL HOURS		15	TOTAL HOURS			12	
	Summer Term (optional):							

● General Education Requirement ■ College Requirement ◆ Major Requirement ● Area of Emphasis

Milestone Course: This is a key success marker for your major. See your advisor to discuss the importance of this course in your plan of study.